

TAYLOR STAPLES

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EDUCATION

Ball State University

Muncie, IN

Bachelor of Arts in Journalism News and Media News – GPA: 3.9

Expected Graduation Year 2024

- Minor in Screenwriting and Film and Studio Art
- CCIM Dean's List '20-'24

EXPERIENCE

Ball State Digital Corps

Muncie, IN

Communication Specialist (2023-present)

Jan. 2022- Present

- Copywriter for Ball State websites making content more digestible, scriptwriter on multi-team projects including Ball State PBS's *The Loading Zone*, content creator for social media including LinkedIn, Tik Tok, and X.
- Increased Tik Tok followers by over 50, interview for industry related blogs for Digital Corps website. Helped our video team on shoots, was on-camera talent for 6 *TLZ* episodes, and have done voice over work.
- Worked with the staff to assist in the hiring process for another staff member.

Communication Apprentice (2022-2023)

Intersection

Muncie, IN

Copywriting Intern

Summer 2023

- Composed website copy for a client's personal website and businesses around Muncie as well working on messaging for an internal project for marketing workshops.

Walt Disney World Company

Orlando, FL

Cast Member – Animal Kingdom Africa – Quick Service

Aug. 2022- Jan. 2023

- Greeted and assisted guests and gained knowledge on Disney's culture and brand from immersive classes.

WCRD 91.3 Radio

Muncie, IN

Assistant News Director (2022)

Jan. 2021 -Present

- Interviewed others in studio, recruited and advertised station to students, copywrote using AP Style, and helped out on *Live at 5* anchoring, writing, and helping produce.

News Anchor / Entertainment News Anchor/Show Host (2021-2022) and 2024

- Gained experience writing and reporting on local, state, and national hard news weekly via press releases and research and covering three entertainment stories with questions to talk with the other anchors about.

Her Campus Ball State

Muncie, IN

Campus Correspondent & Editor in Chief (2023-present)

Sep. 2020- Present

- Lead team and meetings every week, oversee every article before publishing to WordPress, published 38 articles and counting for others in the past year.

Content Writer (2020-present)

SKILLS

- Proficiencies in Microsoft Office Suite, Adobe Premiere Pro CC, Photoshop, and InDesign, Celtx Scriptwriting, AP Style, WordPress. Familiarity with Whimsical, Figma, Click Up, and Mondays.

ACHIEVEMENTS

- 17 online publications for Her Campus, Star Press, Medium, Digital Corps, and WCRD
- Social Media Marketing certification from HubSpot